

LinkUp NewsLink

Winter 2001

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

WELCOME TO NEWSLINK

We're excited to launch this first issue of *NewsLink* — a new quarterly newsletter about the **LinkUp** program targeted to the business community.

LinkUp provides free technical and marketing assistance to Puget Sound manufacturers to encourage them to use more recycled materials in their products.

In the first eight months, we have partnered with seven businesses. They include a manufacturer that uses recycled glass to create an efficient blasting abrasive (see story, opposite), a company that turns plastic milk jugs into lumber for decks, and a recycling facility that sorts up to 10,000 tons of mixed construction debris a month — recycling 99.6 percent of it.

LinkUp is the newest program developed by the King County Commission for Marketing Recyclable Materials. The Commission, formed in 1989, is charged with creating new markets for recycled materials and products. Our past efforts have focused primarily on enticing consumers to "Buy Recycled." **LinkUp** is taking recycling to a new level, as we work with manufacturers to make recycled products more readily available in the marketplace.

NewsLink gives us a way to exchange information and resources. Each issue will contain a partner profile, **LinkUp** program news and updates on other environmental initiatives.

The commitment of business leaders like you has made the Pacific Northwest a national leader in recycling efforts. Thank you for your interest and support of these innovative programs.



Deborah Brockway, Executive Director

NewsLink is published quarterly by the King County Commission for Marketing Recyclable Materials as part of the **LinkUp** program. For information about **LinkUp**, contact Erv Sandlin at (206) 296-0233 or erv.sandlin@metrokc.gov, or go to <http://dnr.metrokc.gov/market/linkup>.



**KING
COUNTY**

TriVetro Corporation: Having a blast with glass

For Don Freas, president of TriVetro Corporation, there is no "glass ceiling."

When Freas retired in 1992 after more than 30 years as a mining and minerals engineer, he decided to "use the recycled material streams for another purpose," as he puts it.

His research led him to the state's now-defunct Clean Washington Center. "The Center asked me to explore whether the technology used in the minerals field could be adapted to processing recycled glass," he says.

A Northwest first

An initial contract was followed by another to set up a pilot plant in Bellingham to test processing equipment. Today, TriVetro, based in Kent, Wash., is the only Northwest company that uses 100 percent recycled glass for producing environmentally preferable blasting abrasives and water filtration systems for swimming pools and storm water runoff.

Glass is a safer medium to use in blasting. The particles contain neither toxic metals that can pollute the environment nor free silica which causes lung disease. It is also less dense than sand so it uses less energy for blasting.

Recently, the company began making a line of tumbled glass products under the VitroHue brand. Resembling smooth rounded chips of varying sizes and shapes, this material is used in many ways by consumers, hobbyists, artists and architects. In fact, TriVetro recycled glass was inlaid in a large terrazzo mosaic in the entry rotunda at Seattle's Safeco Field.

Key curbside material

TriVetro gets its glass from "less-desirable" green and blue bottles, recycled through residential curbside and business collection programs, as well as from glass scrap generated by industry.

"The company is making excellent use of a key curbside material," says Erv Sandlin, **LinkUp** program manager. "They are taking a high-profile but low-value material and



Kim Zumwalt

An operator from Long Painting sprays TriVetro's finely crushed glass to demonstrate its blasting-abrasive qualities.

turning it into something with real value — whether it be industrial blasting abrasives or terrazzo floor tiles."

Partnering with LinkUp

As a partner in the **LinkUp** program, the company is receiving both promotional and technical assistance. Last June, King County held an event to demonstrate how recycled crushed glass performs as a blasting abrasive. About 30 procurement managers and contractors watched a crew from Long Painting successfully blast several common coatings — latex caulk, zinc paint, epoxy, even graffiti — from steel and concrete. "The recycled glass makes a cleaner, safer and more efficient blasting abrasive," says Sandlin.

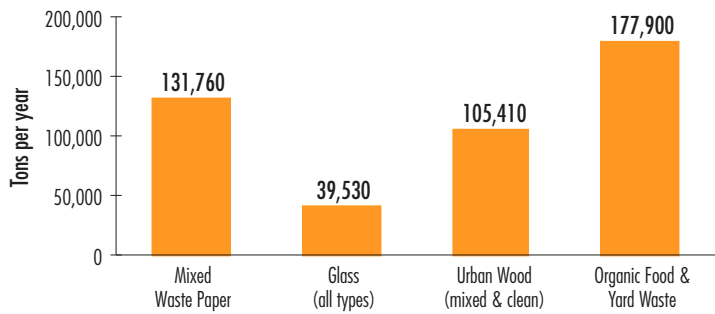
The company also benefited from a media campaign to market its line of tumbled glass products. The results: feature stories in newspapers from Bellingham to San Francisco.

All the attention has been beneficial, says Freas. "My distributors tell me there is more awareness about recycled-glass abrasives, and contractors seem more willing to try it," he says. "Since a lot of our products are in an early stage of market development, this kind of boost has been critical."

FAST FACTS

How much is out there?

When developing the **LinkUp** program, the Marketing Commission identified four priority materials: glass, waste paper, urban wood and food waste. Here's a look at how many tons of these materials are recycled in King County.



Source: "Assessments of Markets for King County Recyclable Materials" 12/98

SPOTLIGHT ON KING COUNTY

New online resource for businesses and processors

Businesses that want to know where to find financial incentives or "fast-track" permitting assistance programs will soon be able to access that information online and on one site, as well.

A new King County database will offer detailed information on loans, grants, tax credits, siting and permitting incentives, training assistance and more. Approximately 100 local and national organizations — including government agencies, regional chambers of commerce, trade associations, financial institutions and environmental groups — were contacted to provide the most up-to-date details on their programs and services.

"Developing markets for recyclable materials requires a variety of economic development tools and incentives," says Erv Sandlin, **LinkUp** program manager. "This database will direct recycling-based businesses and recycled material processors to valuable resources."

The database will be Puget Sound's most complete source of online information targeted to recycling-based businesses and

processors. It will be available on the **LinkUp** website in early spring. Look for details in the next issue of *NewsLink*.

February events focus on recycling

Two events in February have recycling at their core. The Northwest Flower & Garden Show, scheduled for Feb. 7–11 at the Washington State Trade and Convention Center, will feature a King County Marketing Commission exhibit showcasing recycled products for the home and garden — from compost to glass tiles to furniture made from reclaimed bicycle parts.

Visit www.gardenshow.com/nw for information on hours, seminars, transportation tips and more.

The following week, the region's premier environmental consumer event, Northwest EnviroExpo, will be held Feb. 17–25 at the Stadium Exhibition Center. Part of the popular Seattle Home Show, EnviroExpo features the latest in resource-efficient products and services. Exhibitors specialize in home remodeling, lawn care, floors and tile.

For more information, call Dan White, King County Commission for Marketing Recyclable Materials, at (206) 296-4430.

CHECK IT OUT!

THE ENTREPRENEURIAL EDGE

Want to write an effective business plan? Need to know what Federal agencies have small business programs? At www.sjfund.com, the "Resources for Businesses" link provides information and helpful tips for small- and medium-sized businesses — everything from writing a business plan to statistics on recycling. The site is hosted by the Sustainable Jobs Fund.

WOOD RECYCLING REPORT

The editors of *BioCycle* magazine have recently issued a new guide to implementing and managing wood recycling projects. The report, *Wood recycling: How to process materials for profitable markets*, can be ordered online from www.jgpress.com.

PORTLAND CONFERENCE

A three-day conference on composting and recycling is slated for March 5–7 in Portland, Ore. Sponsored by *BioCycle* magazine, sessions include strategies to create marketable products and jobs from the waste stream and recycling construction and demolition debris. Register online at www.jgpress.com (choose the "Conferences" tab).

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